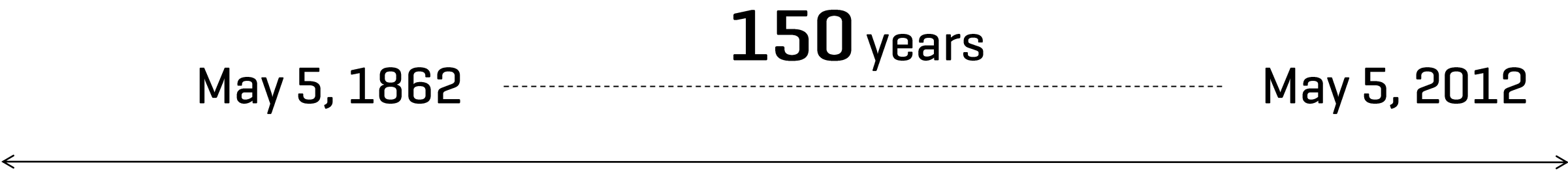


Cinco de Mayo

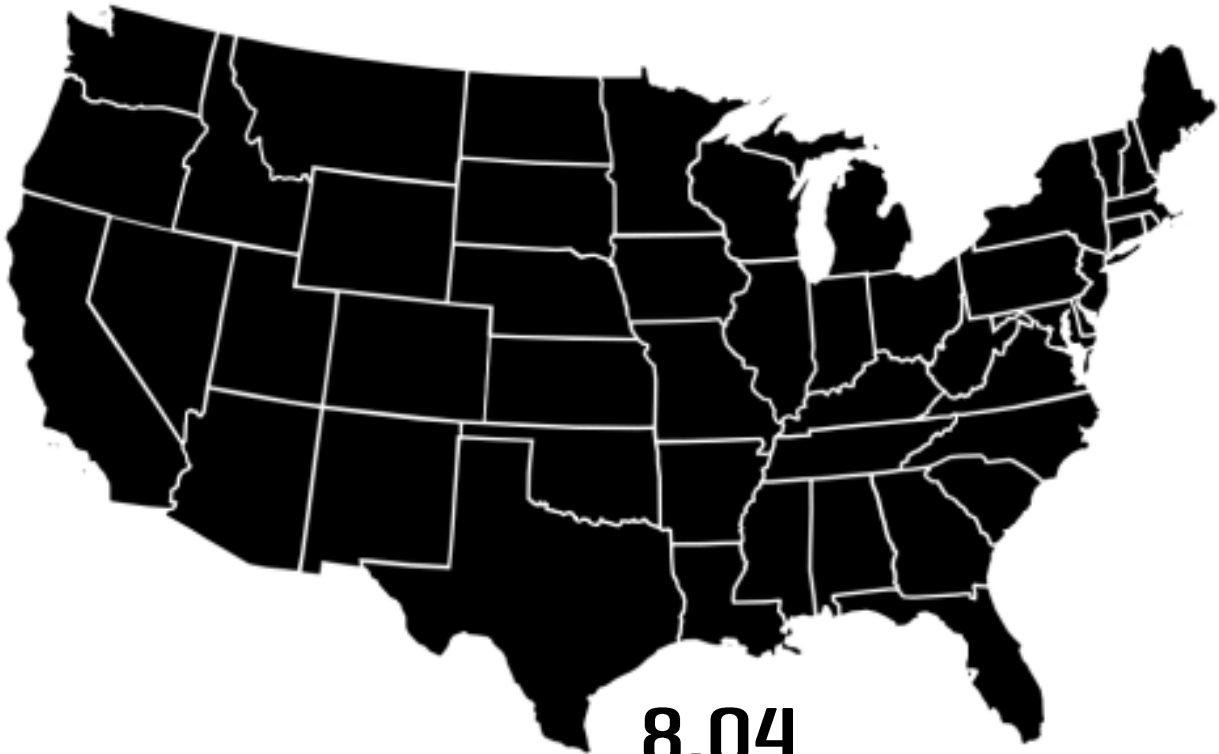
by the numbers

Celebrates the legendary Battle of Puebla on **May 5, 1862**,



150
Number of official
U.S. Cinco de Mayo
events in 2006

31.7 million
Number of U.S. residents of
Mexican origin in 2009



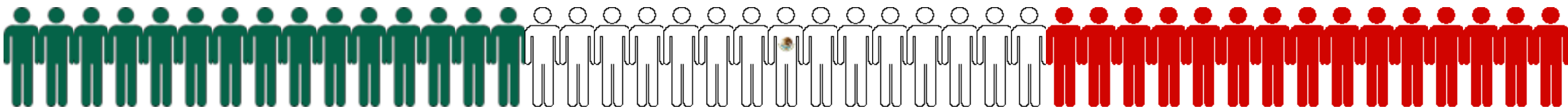
11.5 million
live in California

8.04 million live in Texas

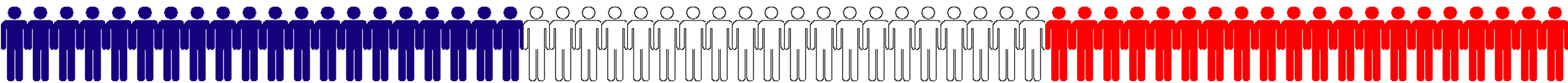


\$12.6 billion
Sales of top Mexican
restaurant chains in 2009

in which a Mexican force of **4,500** men



faced **6,000** well-trained French soldiers.



673,000
Number of Mexican-
Americans who were
U.S. military veterans.

Cinco de Mayo has become
a time to celebrate
Mexican-American
heritage and culture.

\$100.4 million

Product shipment value of tamales
and other Mexican food specialties
[not frozen or canned] produced in
the US in 2002.



The battle lasted **4** hours



and ended in a victory
for the Mexican army under
Gen. Ignacio Zaragoza.

112.3 million
2010 Population of Mexico



Puebla is
100 miles east
of Mexico City

Puebla

2.7 million
2010 Population of Metropolitan
Area of Puebla, where Cinco de
Mayo is mainly observed in Mexico

600,000 people attend **22nd Annual FIESTA BROADWAY**
"Festival de Fiesta Broadway",
the world's largest Cinco de Mayo
celebration that takes place
annually in Los Angeles.



1980s
Decade of increased
commercialization of Cinco de Mayo.
U.S. corporations, particularly
those selling alcohol, were eager to
tap into the expanding Hispanic
population in the U.S.



Not to be confused with
Mexican Independence
Day on **Sept. 16**

Gen. Zaragoza ordered his troops to
go after the French, who fled to
Orizaba, **89 miles** from Puebla,
where Zaragoza attacked the French
again, forcing them to flee to the
coast, another **81 miles**



American recognition of the day purportedly first
took place in **1967** when a group of students at
California State University decided it was time for
a "Chicano holiday".



While Tequila holds a long and storied place in
Mexican and Mexican-American celebratory
traditions, the margarita didn't even exist in
1862! While tequila, ice, lime, and sugar all
existed in 1862, they weren't brought together
in the form of a margarita until about **1930**.